City of Greenwood Comprehensive Plan

2007 - 2027

INDIANA

SECTION TWO

Trends

HNTB





Current Planning Trends

The following are some positive planning-related developments which are being replicated throughout the Metropolitan Indianapolis Area, and the country.

- Lifestyle centers (commercial)
- Traditional neighborhood development (primarily residential)
- Mixed-use development
- Downtown economic development

Lifestyle Centers

For the purpose of this plan, lifestyle centers are commercial shopping centers that combine the traditional retail functions of an indoor shopping mall with an outward, town-center approach. One advantage lifestyle centers have over traditional enclosed malls are quicker access to individual businesses for otherwise busy customers. Lifestyle centers typically require less land and generate higher revenue margins, and are often associated with leisure amenities oriented towards higher end users.

Traditional Neighborhood Development

Traditional Neighborhood Development (TND) refers to the development of a residential neighborhood using traditional town planning principles. Traditional Neighborhood Developments typically include a range of housing types, a network of well-connected streets and blocks, public open spaces, and amenities such as neighborhood stores, recreation facilities, and/or places of worship. These amenities are often located within walking distance of the developments residences. TNDs within the State of Indiana are typically done as new construction on previously undeveloped land, rather than as infill projects.

Mixed-use Development

Mixed-use development refers to the practice of allowing more than one type of use in a building or set of buildings. This often involves some combination of residential, commercial, industrial, office, institutional, or other land uses. The most applicable mixed-use development for the City of Greenwood, specifically Old Town, are live-over-work units where the business owner of the first floor retail use is also the resident of the upper floor, or floors. In many instances, the owner becomes the lessor and leases either of the spaces to tenants.

Downtown Economic Development

According to the National Main Street Center, communities should be aware of five economic trends to the downtown development landscape. These trends include: an increase in interest, the rise of the town center, the downtown catalyst development trend, housing growth, and smart growth initiatives.

Lifestyle Center



Traditional Neighborhood Development



Mixed-Use Development



Increased Interest

Having saturated suburban markets, national chains are developing new smaller formats appropriate to downtowns and neighborhood business districts. Look for these new formats in the stronger downtown markets across the state as development interests search for market potential.

Rise of the Town Center

As their anchors leave, enclosed malls are fighting to reposition themselves and avoid closure by introducing non-retail uses. Some enclosed malls, like the Greenwood Park Mall, are reinventing themselves as Lifestyle Centers.

Downtown Catalyst Development Trend

The trend toward finding the next big downtown project that will serve as a catalyst to redevelopment efforts can been seen right now in larger cities. Downtown catalyst projects should be paired with a mix of strategies and actions and should not been seen as a silver bullet that will save the downtown.

Housing Growth

Market interest in downtown housing is increasing, even in smaller towns and areas without a historic downtown residential component. At least two demographic groups are fueling this trend: retirees giving up their suburban lifestyle and younger professionals who have not yet started families.

Smart Growth Initiatives

Many downtown communities across the country are putting development tools in place to combat sprawling suburban development. These tools benefit downtowns by controlling where and how land is used. Some examples of tools being used include:

- Planning and zoning regulations favoring downtown and infill development;
- Transportation policies that encourage slower traffic movements in downtown districts;
- Caps on retail store sizes in downtown areas to curb large retail superstore development;
- Temporary development restrictions on suburban growth;
- Rehabilitation-friendly building codes; and
- Policies from state agencies which encourage state offices to locate in downtowns.

Development Trends in and around the City of Greenwood

Development patterns in and around Greenwood have shifted away from the traditional organization of the city's initial grid street pattern toward a series of disconnected and isolated cul-de-sac developments. This type of development does not promote traditional community development, nor does it promote pedestrian environment. It does not accommodate a mix of uses or a distinct architectural character. It rarely provides for public gathering spaces. Like many of the other communities surrounding the City of Indianapolis, the abundance of conventional tract homes is also a departure from the traditional character of the community.

Recently, the City of Greenwood has begun to require that new development meet relatively higher design standards. This practice is already having a positive effect on achieving developments that reflect the character and value of the Greenwood community; a trend that has the ability to continue to set Greenwood apart from the other suburban communities surrounding Indianapolis.

...the community's tolerance for the amount of future growth and the location of future growth is largely dependent on the quality and overall impact of that growth...

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What you have told us

Through various exercises and activities, which were designed to gauge public acceptance of key concepts, members of the Comprehensive Plan Steering Committee indicated that there is a strong preference for the incorporation of many of the positive, planning-related development trends described above. The following list is an introduction of the components that make up the city's guiding principles, which are described in the following section.

- Traditional community design;
- Traditional neighborhood design;
- Community amenities;
- Enhanced landscaping;
- Pedestrian scale design;
- Public gathering spaces;
- Mixed-uses;
- Distinct architectural character:
- Greenwood's heritage preservation;
- Old Town revitalization; and
- Multi-modal transportation.

There is a considerable amount of consensus with respect to a relative tolerance for higher density residential developments, if a development is done in such way as to incorporate higher architectural design and traditional site layout. There also exists some tolerance for conventional suburban development, both residential and commercial, if there are redeeming elements in the design. This includes, but is not

limited to, enhanced landscaping and pedestrian amenities such as sidewalks and trails.

The city's overall acceptance of positive, planning-related developments, and general tolerance for high densities and well designed suburban development are reaffirmed by the fact that both residents and business owners in and around the City of Greenwood are generally opposed to "Anywhere USA." "Anywhere USA" is defined as congested corridors, tract housing, characterless strip malls, and large expanses of under-utilized parking.

Trend vs Desired Identity

Some of the previously mentioned development trends are not consistent with what representatives of the Greenwood community have said are important to them. Inconsistent trends include: conventional cul-desac developments, and tract housing. Some development trends which currently being realized by the Greenwood community, are also consistent with the desired outcome of this plan, are the quality strip development and development with relatively higher design standards.





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